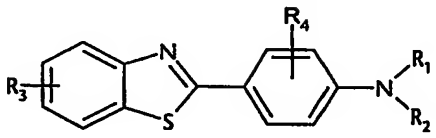
What is claimed is:

1. Use, as a UV filter, of a compound of formula

(1)  , wherein

R_1 and R_2 are each independently of the other hydrogen; unsubstituted or halo-, amino-, mono- or di-C_1-C_5alkylamino-, cyano- or C_1-C_5alkoxy-substituted C_1-C_{22}alkyl, C_5-C_{10}cycloalkyl, carboxy-C_1-C_{22}alkyl, carboxy-C_6-C_{10}aryl, C_6-C_{10}aryl, C_6-C_{10}aryl-C_1-C_5alkyl; carbamoyl; or sulfamoyl; or

R_1 and R_2, together with the nitrogen atom linking them, form a 5- to 7-membered heterocyclic radical; and

R_3 is hydrogen; or C_1-C_{22}alkyl; and

R_4 is hydrogen; hydroxy; C_1-C_{22}alkyl; or C_1-C_{22}alkoxy;

as a UV filter.

2. Use according to claim 1, wherein

R_4 is hydrogen.

3. Use according to either claim 1 or claim 2, wherein

R_1 and R_2 are each independently of the other hydrogen; or C_1-C_{12}alkyl unsubstituted or substituted by halogen, amino, mono- or di-C_1-C_5alkylamino, cyano or by C_1-C_5alkoxy; and

R_3 is hydrogen; or C_1-C_5alkyl.

4. Use according to either claim 1 or claim 2, wherein

R_1 and R_2 are each independently of the other hydrogen; or C_1-C_{12}alkyl; or

R_1 and R_2 together form a 5- to 7-membered heterocyclic radical; and

R_3 is hydrogen; or C_1-C_5alkyl.

5. Use according to any one of claims 1 to 4, wherein

R_1 is hydrogen;

R_2 is C_1-C_{12}alkyl; and

R_3 is hydrogen; or C_1-C_5alkyl.

6. Use according to claim 5, wherein

R_2 is branched or unbranched C_6-C_{12}alkyl.

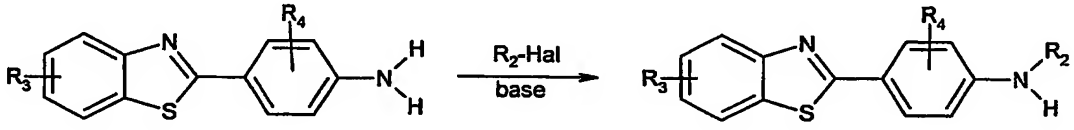
7. Use according to claim 6, wherein

R_2 is n-hexyl; n-octyl; or 2-ethylhexyl.

8. Use according to either claim 1, wherein

R_4 is hydroxy.

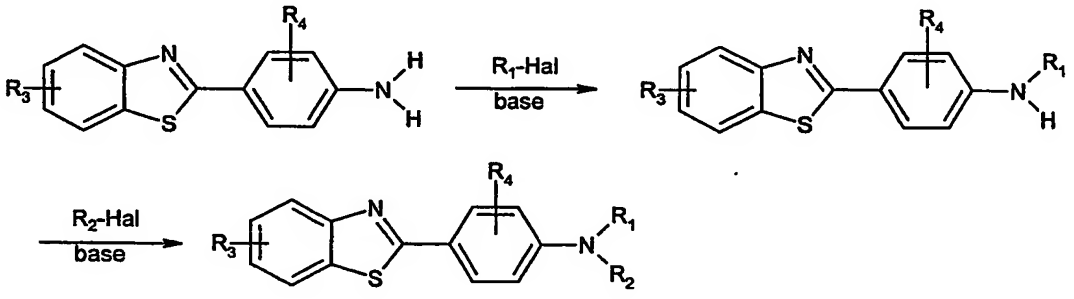
9. A process for the preparation of a compound of formula(1) according to claim 1 wherein R_1 is hydrogen, in which process R_3-substituted 2-(4-aminophenyl)-benzothiazole is alkylated with the appropriate haloalkane/haloaralkane (R_2-Hal) using a base, in accordance with the following Scheme



wherein

R_2 and R_3 and R_4 are as defined in claim 1.

10. A process for the preparation of a compound of formula (1) according to claim 1 wherein R_1 and R_2 are alkyl, in which process 2-(4-aminophenyl)-benzothiazole is alkylated with the appropriate haloalkanes/haloaralkanes (R_1-Hal and R_2-Hal) using a base, in accordance with the following Scheme:



wherein

R_1, R_2 and R_3 and R_4 are as defined in claim 1.

11. Use of a compound of formula (1) according to claim 1 for protecting human and animal hair and skin from UV radiation.

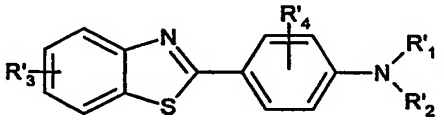
12. Use according to claim 11, wherein the compound of formula (1) is present in micronised form.

13. A cosmetic preparation comprising at least one compound of formula (1) according to claim 1 together with cosmetically acceptable carriers or adjuvants.

14. A preparation according to claim 13, which comprises further UV protection substances.

15. A preparation according to claim 14, which comprises, one or more UV protection substances selected from triazines, oxanilides, triazoles, vinyl-group-containing amides and cinnamic acid amides.

16. A compound of formula

(1')  wherein

R'_1 is hydrogen; unsubstituted or halo-, amino-, mono- or di-C_1-C_5alkylamino-, cyano- or C_1-C_5alkoxy-substituted C_1-C_{22}alkyl; carboxy-C_1-C_{22}alkyl; carboxy-C_6-C_{10}aryl; C_6-C_{10}aryl; or C_6-C_{10}aryl-C_1-C_5alkyl; carbamoyl; or sulfamoyl;

R'_2 is C_5-C_{22}alkyl unsubstituted or substituted by halogen, amino, mono- or di-C_1-C_5alkyl-amino, cyano or by C_1-C_5alkoxy;

R'_3 is hydrogen; or C_1-C_{22}alkyl; and

R'_4 is hydrogen; C_1-C_{22}alkyl; or C_1-C_{22}alkoxy.